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TOWNSEND and TOWNSEND and CREW LLP

By: /Shelley Reames/

**AMENDMENT UNDER 37 CFR 1.116
EXPEDITED PROCEDURE –
EXAMINING GROUP 3622**

PATENT

Attorney Docket No.: 026014-002301US

Client Ref. No.: REG00544 2003 PT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Nathaniel Blake Scholl

Application No.: 10/748,694

Filed: December 30, 2003

For: METHOD AND SYSTEM FOR
PLACING ADVERTISEMENTS BASED
ON SELECTION OF LINKS THAT ARE
NOT PROMINENTLY DISPLAYED

Customer No.: 20350

Confirmation No. 2002

Examiner: RETTA, YEHDEGA

Technology Center/Art Unit: 3622

**AMENDMENT UNDER 37 CFR 1.116
EXPEDITED PROCEDURE EXAMINING
GROUP 3622**

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the **Final Office Action** mailed June 30, 2009, on the above-referenced application, please enter the following amendments and remarks:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.